

Overview of DECA's Competitive Events Program 2009-2010

Event	Comprehensive Exam	Number of Participants	Appear Before Judge	Length of Preparation	Length of Interview	Length of Written Entry	Executive Summary	Written Statement of Assurances							
Principles of Business Administration Events															
Principles of Business Management and Administration— <i>PBM</i>	Business Administration Core Exam	1	1 content interview	10 mins.	10 mins.	N/A	No	No							
Principles of Finance— <i>PFN</i>			2nd content												
Principles of Hospitality and Tourism— <i>PHT</i>			interview for finalists												
Principles of Marketing— <i>PMK</i>															
Team Decision Making Events															
Business Law and Ethics TDM— <i>BLTDM</i>	Business Management and Administration Exam	2	1 case study	30 mins.	15 mins.	N/A	No	No							
Buying and Merchandising TDM— <i>BTDM</i>	Marketing Exam														
Financial Analysis TDM— <i>FTDM</i>	Finance Exam														
Hospitality Services TDM— <i>HTDM</i>	Hospitality and Tourism Exam														
Sports and Entertainment Marketing TDM— <i>STDM</i>	Marketing Exam														
Travel and Tourism Marketing TDM— <i>TTDM</i>	Hospitality and Tourism Exam														
Individual Series Events															
Accounting Applications— <i>ACT</i>	Finance Exam	1	2 role-plays 3rd role-play for finalists	10 mins.	10 mins.	N/A	No	No							
Apparel and Accessories Marketing— <i>AAM</i>	Marketing Exam														
Automotive Services Marketing— <i>ASM</i>	Marketing Exam														
Business Services Marketing— <i>BSM</i>	Marketing Exam														
Food Marketing— <i>FMS</i>	Marketing Exam														
Hotel and Lodging Management— <i>HLM</i>	Hospitality and Tourism Exam														
Marketing Management— <i>MMS</i>	Marketing Exam														
Quick Serve Restaurant Management— <i>QSRM</i>	Hospitality and Tourism Exam														
Restaurant and Food Service Management— <i>RFSM</i>	Hospitality and Tourism Exam														
Retail Merchandising— <i>RMS</i>	Marketing Exam														
Sports and Entertainment Marketing— <i>SEM</i>	Marketing Exam														
Business Operations Research Events															
Business Services Operations RE— <i>BOR</i>	None								1 to 3	Present research and plan	None	15 mins.	30 pages	Yes	Yes
Buying and Merchandising Operations RE— <i>BMOR</i>															
Finance Operations RE— <i>FOR</i>															
Hospitality and Tourism Operations RE— <i>HOR</i>															
Sports and Entertainment Marketing Operations RE— <i>SEOR</i>															
Chapter Team Events															
Community Service Project— <i>CSP</i>	None	1 to 3 Chapter Representatives	Present project	None	15 mins.	30 pages	Yes	Yes							
Creative Marketing Project— <i>CMP</i>															
Entrepreneurship Promotion Project— <i>EPP</i>															
Financial Literacy Promotion Project— <i>FLPP</i>															
Learn and Earn Project— <i>LEP</i>															
Public Relations Project— <i>PRP</i>															
Business Management and Entrepreneurship Events															
Entrepreneurship Written Event— <i>ENW</i>	None	1 to 3	Present proposal	None	15 mins.	30 pages	Yes	Yes							
International Business Plan Event— <i>IBP</i>															
Internet Marketing Plan Event— <i>IMP</i>															
Entrepreneurship Participating Event		1	Present prospectus		20 mins.	11 pages									
Creating an Independent Business— <i>ENPI</i>															
Creating a Franchising Business— <i>ENPF</i>															
Marketing Representative Events															
Advertising Campaign Event— <i>ADC</i>	Marketing Exam	1 to 3	Present advertising campaign	None	20 mins.	11 pages/ fact sheet	Yes	Yes							
Fashion Merchandising Promotion Plan Event— <i>FMP</i>		1 to 3	Present promotion plan												
Technical Sales Event— <i>TSE</i>		1	Sales presentation						N/A	No	No				
Online Events															
Stock Market Game— <i>SMG</i>	None	1 to 3	Present portfolio	None	15 mins.	11 pages	Yes	Yes							
Virtual Business Challenge Retail— <i>VBCR</i>			No	None	N/A	N/A	No	No							
Virtual Business Challenge Sports— <i>VBCS</i>															
Special Event															
DECA Quiz Bowl— <i>DQB</i>	Marketing Exam	1 to 4	No	None	N/A	N/A	No	No							

Glossary of DECA Acronyms

DECA	"An Association of Marketing Students" Formerly Distributive Education Clubs of America.
Delta Epsilon Chi	DECA's college division
NAB	National Advisory Board, DECA's corporate sponsors
PI	Performance Indicator
ICDC	International Career Development Conference
DRM	DECA-related Materials (classroom teaching aids sold through DECA IMAGES)
CMA	Chapter Management Academy
LDA	Leadership Development Academy
LEADS	Leadership Education and Development Series
SBE	School-based Enterprise Academy
SMI	Senior Management Institute
CRLC	Central Region Leadership Conference
NARCON	North Atlantic Region Leadership Conference
SRLC	Southern Region Leadership Conference
WRLC	Western Region Leadership Conference
SEM Conference	Sports and Entertainment Marketing Conference
NYE	New York Experience
SOLT	Summer Officer Leadership Training
SAM Conference	State Association Management Conference— a conference for state/provincial advisors or designees held in August at the upcoming year's ICDC site
ACTE	Association for Career and Technical Education
CTSO	Career and Technical Student Organization

2009-2010 DECA Calendar

DECA Week
October 11-17, 2009

NARCON
November 6-8, 2009 • Buffalo, NY

SRLC
November 13-15, 2009 • Orlando, FL

WRLC
November 12-14, 2009 • Reno, NV

CRLC
December 4-6, 2009 • Minneapolis, MN

The New York Experience
November 18-22, 2009
December 2-6, 2009
December 9-13, 2009

**Sports & Entertainment
Marketing Conference**
February 3-7, 2010 • Orlando, FL

International CDC
April 24-27, 2010 • Louisville, KY

Summer Officer Leadership Training
July, 2010 • Washington, DC

SAM Conference
August 12-14, 2009 • Orlando, FL

Stock Market Game
September 8-December 18, 2009

Virtual Business Challenge I
October 26-November 20, 2009

Virtual Business Challenge II
January 4-29, 2010

Special Projects

Marketing Education Honor Award
Merit Awards Program
Scholarships
School-based Enterprises
Live, Learn, Lead Membership Campaign